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CENTRAL FAX CENTER**DEC 22 2005**

Claim 6 is directed to a method for providing marketing data for a product/service in a venue specific form for consumers of the venue specific database. It requires, *inter alia*, extracting a subset of the marketing data from the centralized database and creating a venue specific database from the subset of marketing data wherein the venue specific database is used by the consumer to use the marketing data. For much the same reasons discussed above with respect to claim 1, applicants submit that claim 6 is allowable.

Claim 7 requires, *inter alia*, an extract module for extracting a subset marketing data from a centralized marketing database wherein the extract module extracts marketing data specific to the requirements of a particular client of the data, and a venue specific database comprising the subset of marketing data. For the much the same reasons discussed above with respect to claim 1, applicants submit that claim 7 is allowable.

Further, applicants submit that neither Melchlone et al. nor Burdick et al. disclose or suggest an extract module that extracts a subset of marketing data from the centralized marketing database wherein the extract module extracts marketing data specific to the requirements of a particular client. The Examiner cites the section of Melchione et al. that discussed retrieving data from a central database as disclosing extracting data from a centralized database. However, this section of Melchione et al. discusses a user retrieving data via a graphic interface. [Melchione et al. col. 21, lines 9 – 12] This section does not disclose an extract module that extracts a subset of marketing data specific to the requirements of particular client. It just allows a user to "click and point to